



**ENTERTAINMENT
SOFTWARE
RATING BOARD**



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ADVERTISING REVIEW COUNCIL



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**ENTERTAINMENT SOFTWARE RATING BOARD NAMES
PATRICIA E. VANCE PRESIDENT**

New York, NY—The Entertainment Software Rating Board (ESRB), the nation's non-profit entertainment software rating body, announced today that interactive media veteran Patricia E. Vance has been appointed its president.

"We are very fortunate to have Pat at the helm of the ESRB," said Doug Lowenstein, president of the Interactive Digital Software Association (IDSA), the trade group representing U.S. computer and video game publishers. IDSA established the ESRB nine years ago to generate independent ratings on the age appropriateness and content of the more than 1,000 computer, video, and Internet games released annually. "Pat has an exceptional background in interactive media and business management, and that experience will be a real asset to the ESRB as it continues its important work of ensuring that consumers have the information they need about the content of the games they play."

"The explosive growth of the computer and video game market over the past decade has had a significant impact on how adults and children spend their leisure time," said Vance. "The role that the ESRB plays in protecting consumer interests will only increase as the market continues to grow and the technology continues to advance. I'm thrilled to be a part of this important effort."

Ms. Vance brings more than twenty years of experience, expertise, and leadership to the ESRB, including extensive experience in developing educational computer games for kids as well as other top game genres. Before joining the ESRB, she was Executive Vice President & General Manager, Admissions Services for The Princeton Review. Prior to that, she served as President and CEO of HalfthePlanet.com, an online resource network for people with disabilities. Ms. Vance spent 18 years at Disney/ABC, where her management responsibilities spanned the ABC Internet Group (ABC.com, ABCNEWS.com, Oscar.com, Oprah.com, etc.), CD-ROM publishing (Creative Wonders, ABC Interactive), educational film and video distribution (including ABC News Interactive), direct response videocassette marketing, in-flight entertainment, home video and cable TV. In the early days of cable, Ms. Vance was responsible for planning movie acquisitions for The Movie Channel. She holds a BA in International Relations/Russian from Washington University in St. Louis.

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The Entertainment Software Rating Board (ESRB) is a self-regulatory body established in 1994 by the Interactive Digital Software Association (IDSA). ESRB independently applies and enforces ratings, advertising guidelines, and online privacy principles adopted by the industry.